Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 162,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: **162,000**

QUARTERLY : : FULL COLOR : : 56 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability

100% POST-CONSUMER WASTE RECYCLED PAPER
PROCESSED CHLORINE-FREE
= 60% LESS WATER USED THAN MOST OTHER PAPERS

digital versions


circulation + distribution

A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
Our readers

Gender
Male: 51%
Female: 49%

Age distribution
under 20: < 1%  21–25: 6%  26–30: 10%
31–40: 20%  41–50: 21%  51–60: 22%
61–70: 12%  over 71: 9%

Level of education (alumni)
Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

Market areas
Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11% (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10% (and adjacent counties)
Pullman/Moscow: 6% (and adjacent counties)
N. California: 4%  S. California: 4%
other Idaho: 2%  NY/New England: 2%
Arizona: 2%  Texas: 1%  Washington DC: 1%
other US: 11%  other int’l: < 1%

Sample stories + departments

Spring 2019
Arctic chronicles
Chronicling the Arctic’s loss and its future with science—and art.
ALSO IN ISSUE: Reconnecting our children to the natural world.

Winter 2018
Plan Bee
With honey bees in peril, agriculture turns to our wild bee species to help pollinate America’s crops.
ALSO IN ISSUE: Healing for our Native American vets—in body, mind, and spirit.

Fall 2018
A river rolls on
The dynamics of the Columbia River have changed. And we are all part of those changes.
ALSO IN ISSUE: A surprising rise to a horticultural gold rush.

Summer 2018
To the rescue
Impressed by the work of the 9/11 search and rescue dogs, a large animal vet changed her career.
ALSO IN ISSUE: Couldn’t make it to the Winter Olympics? Here’s virtually the next best thing.
departments

in season

The beloved French fry knows few bounds
Huckleberries
Maybe some bigger fish to fry

sports

Winning athlete—winning coach
Embracing a second chance
One of WSU's oldest sports rides again

alumni profiles

Shaking hands with the past
Being best
A formula for funny
From Wilbur to the world
**ad sizes**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
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<tbody>
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<td>Two-page spread (no bleed)</td>
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<td>Full-page (no bleed)</td>
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<tr>
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*BLEED SPECIFICATIONS:* Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**AD GRID MARGINS:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**artwork specs**

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Uncoated v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at [magazine.wsu.edu/artwork](http://magazine.wsu.edu/artwork). *Washington State Magazine* is not responsible for the quality of any printed ad that does not conform to these specifications.

**SUBMISSION INSTRUCTIONS**

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.

**contact:** Lowell Ganin  | c: 520-307-1759  | w: 206-717-5808  | lowell@everedify.com
# Ad Rates

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<th>3X</th>
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Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

# Advertising Deadlines

<table>
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<tr>
<th>Issue</th>
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<tr>
<td>May 2019 (Summer)</td>
<td>2/1/19</td>
<td>3/15/19</td>
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<td>August 2019 (Fall)</td>
<td>4/26/19</td>
<td>6/7/19</td>
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<td>November 2019 (Winter)</td>
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<td>9/6/19</td>
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<td>February 2020 (Spring)</td>
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<td>12/6/19</td>
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Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

**Available on Request**

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.